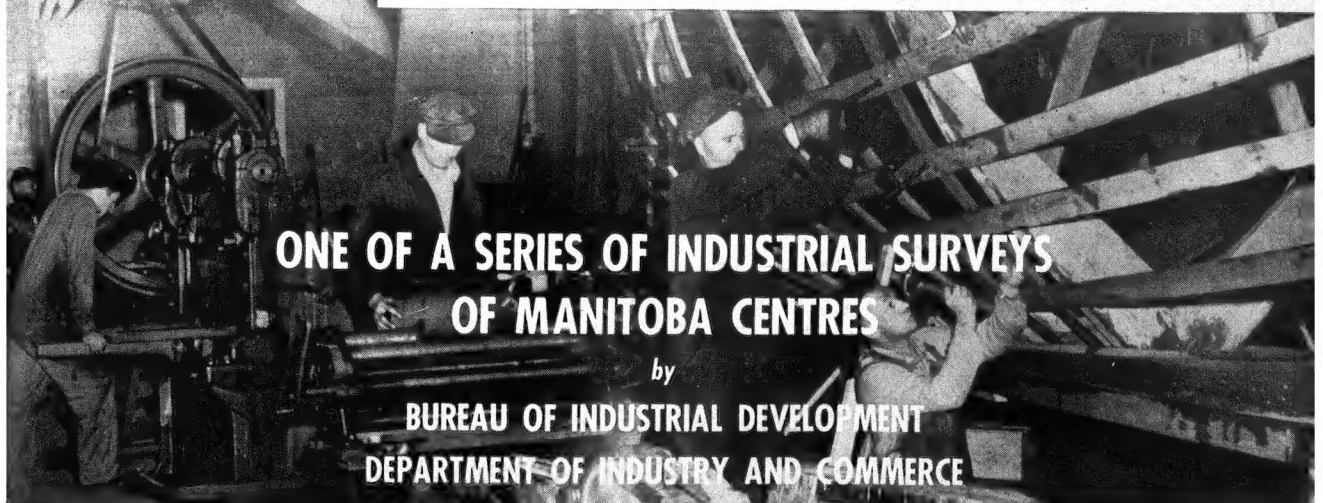


Facts About Neepawa



**ONE OF A SERIES OF INDUSTRIAL SURVEYS
OF MANITOBA CENTRES**

by

**BUREAU OF INDUSTRIAL DEVELOPMENT
DEPARTMENT OF INDUSTRY AND COMMERCE**



Facts About Neepawa

AN INDUSTRIAL SURVEY
OF
THE TOWN OF NEEPAWA



Prepared By
The Bureau of Industrial Development
DEPARTMENT OF INDUSTRY AND COMMERCE
Province of Manitoba

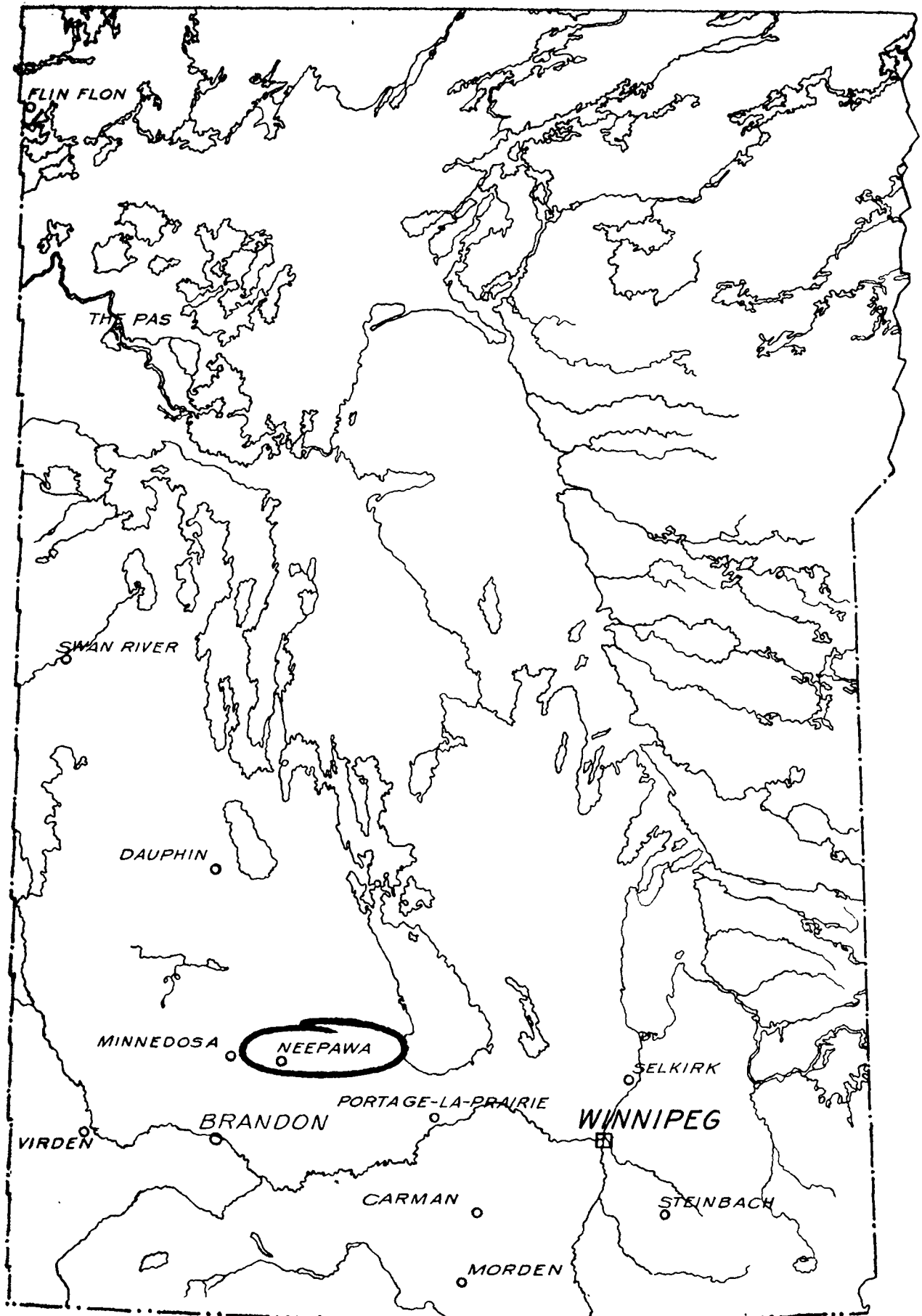
LEGISLATIVE BUILDING

WINNIPEG

HON. J. S. McDIARMID,
Minister

R. E. GROSE,
Deputy Minister

H. A. LUCKHURST
Asst. Director



Southern Manitoba, showing principal centres.

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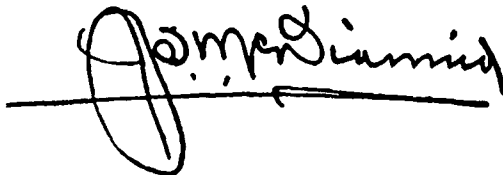


Foreword

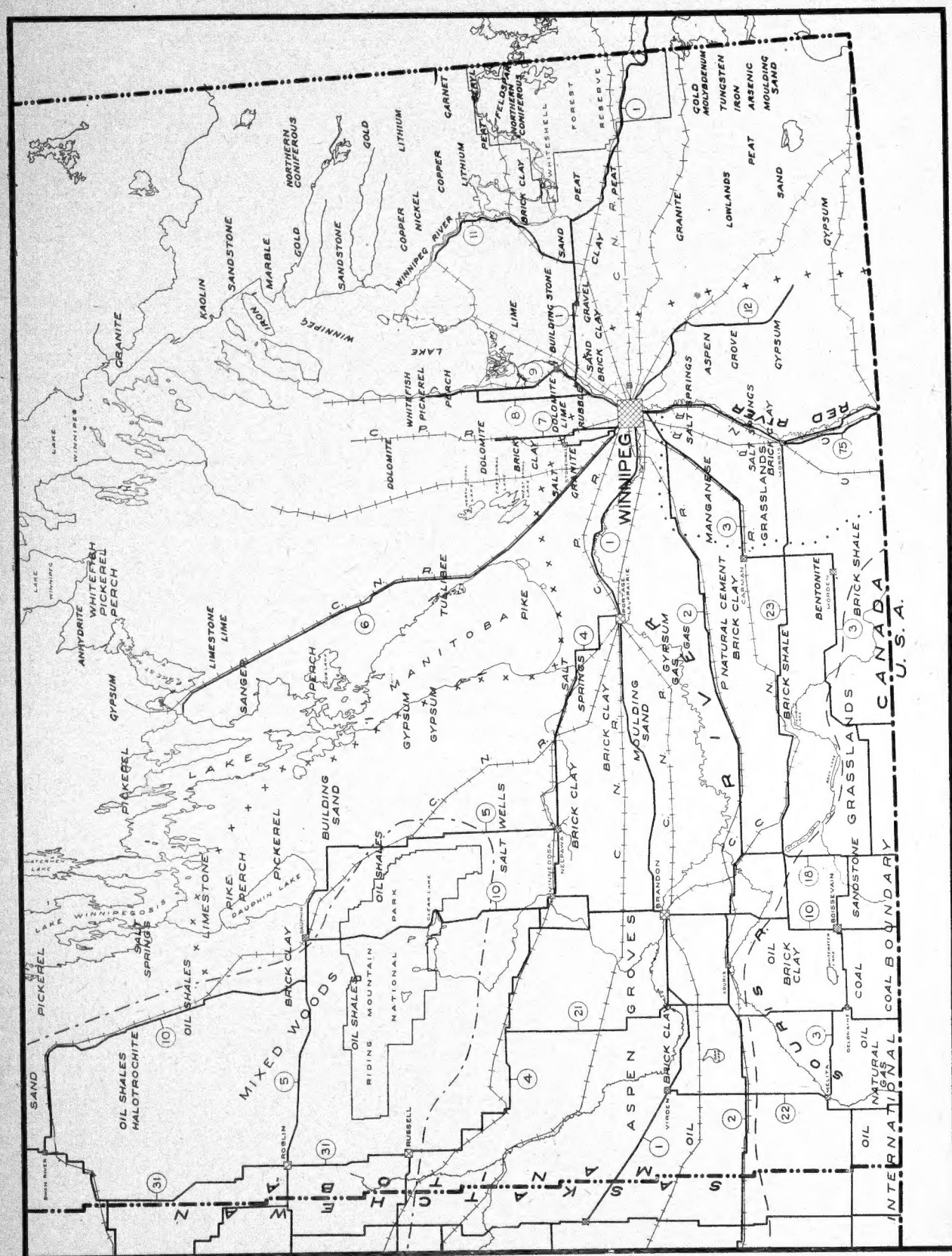
This booklet is for businessmen. It is one of a series of economic surveys published by the Department of Industry and Commerce designed to provide an inventory and analysis of physical and economic factors concerning incorporated cities and towns in the Province of Manitoba.

Manitoba cities and towns offer great advantages for production. Labour is reliable and adaptable. Communications by rail, road and air provide convenient and efficient methods of distribution. Within recent years there has occurred a notable advance in the volume and variety of Manitoba industry. A large proportion of the new projects have sprung from local enterprise, and a large number have come from other parts of Canada, the United Kingdom, the United States, and Europe. A noteworthy feature of the new development in the years succeeding the Second World War was the fact that nearly one-third of all new factories commencing operations in the province were located in the rural communities of the province.

The Department of Industry and Commerce is pleased to make this publication available for use by businessmen and organizations interested in the opportunities for the expansion of manufacturing in this area.

A handwritten signature in dark ink, appearing to read "J. M. G. Macdonald", is written over a horizontal line. The signature is stylized with large, flowing letters.

Minister of Industry and Commerce.



Natural Resources of Southern Manitoba.

Origin and Background

The town of Neepawa is in the municipality of Langford, 123 miles northwest of Winnipeg and 52 miles northeast of Brandon. It is at the junction of Provincial Highways 4 and 5. The population is 3,408, according to the town assessment completed May, 1952.

The first settlers were of Anglo-Saxon origin, coming either directly from the British Isles or from the older settlements in Ontario. They came to the Neepawa district about 1878, and their number increased rapidly, until 1883, when the district was fully settled. In 1881, two merchants, moved their store from Gladstone to the new district. The railway came, and the town was incorporated in 1883. It was called Neepawa after the Cree word for "abundance".

A council was elected in 1884, and a newspaper, the "Neepawa Canadian" started. By the same year, Neepawa boasted a grist mill of three run capacity, which was running night and day. It had three stores, and many other establishments. By 1886, it had a population of 255. At this time it was considered as the largest outlet for grain on the Manitoba and North Western Railway.

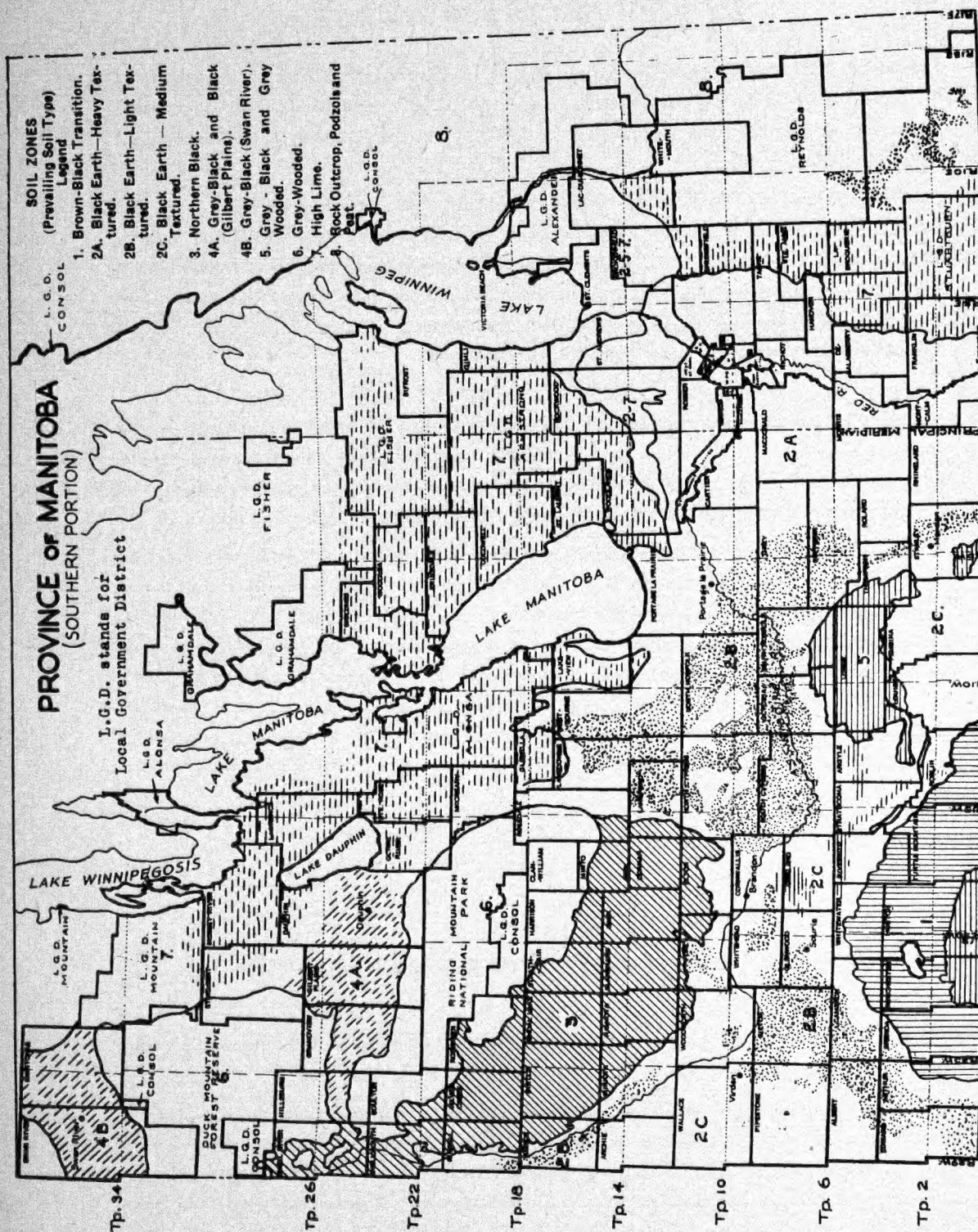
By 1891 the population had jumped to 774, and by 1896 twelve to fifteen hundred lived in or around the town. In this year it was fifth of all Manitoba cities and towns in its business activity. It had seven grain elevators which held over 250,000 bushels, making it the third largest storage area in the province. The flour mill was now turning out 200 barrels a day, and the five general stores were doing a brisk business, grossing over a quarter million dollars a year. In 1911 salt was discovered at Neepawa during oil-drilling operations. The present plant erected in 1940-1, has become of primary importance to the district.



Natural Resources

The soil is the most important resource to the economy of Neepawa. It is the basis of nearly all the wealth produced by the surrounding district and provides the major portion of the products which are processed by local industry.

The Arden Ridge, formed by ancient Lake Agassiz, is an abundant source of sand, gravel and stone. Explorations for oil revealed the presence of brine solutions which are the basis of the only salt refining industry in the province of Manitoba. There are deposits of clay 14 miles north and 2 miles south of Neepawa which have been used for the manufacture of brick.



*Soils**

The soils of the terrain surrounding Neepawa form a somewhat complex pattern. The area at and below the town was formerly covered and modified by the waters of glacial Lake Agassiz. Above the Lake Agassiz basin, in the Neepawa district, the land rises northwest of the town to form the south slope of Riding Mountain. On the till deposits which cover the southern slope of the mountain there is a vertical zonation of soil zones. The soils grade from grey-wooded soils developed under forest which occur at the higher altitudes, through grey-black soils at intermediate levels, to northern blackearths on the lower slopes. The northern blackearth zone here is occupied by loam to clay loam soils of the Newdale association, the well-drained members of which are good agricultural soils with a wide range of adaptation. Elsewhere in the district, local gravelly soils occur where beaches mark the margins of the glacial lake, and where mountain streams have deposited gravelly and shaly outwash.

Below the marginal beach deposits, blackearth and associated soils have developed on a complex of textural deposits. To the northeast the Arden soils are developed on clay loam lake-modified drift; and to the southeast, the Stockton soils on sandy delta deposits and the Wellwood soils on silty clay loam sediments have developed.

The variability of soils in the Neepawa district favors a diversity of land-use, and soils suitable for general agriculture, stock raising, or specialized arable culture, can be found in the various sections of the district.

Agricultural Production

Neepawa is on the northern boundary of the municipality of Langford. It draws its wealth from the agricultural production of the municipalities of Langford, Rosedale and Lansdowne.

According to the 1951 Census of Agriculture, there are 540 occupied farms in Rosedale, more than in either of the other two municipalities. Lansdowne is second with 377 and Langford third with 277. The size of the average farm in Langford is 471 acres, while in Lansdowne and Rosedale it is 421 and 303 acres respectively. Statistics released by the Agricultural Representative show 603 occupied farms in Rosedale, 433 in Lansdowne and 289 in Langford, owing to a different definition of a "Farm."

Wheat, barley and oats are the principal field crops. They occupy 85 per cent of the improved land. About 16,000 head of cattle are kept in the municipalities, primarily for beef purposes. The following table shows the estimated farm cash income for the municipalities of Langford, Lansdowne and Rosedale for the year 1951.

*Prepared by J. H. Ellis, Professor of Soils, University of Manitoba.

ESTIMATED FARM CASH INCOME

CROP	LANGFORD	LANSDOWNE	ROSEDALE
Wheat.....	\$ 534,000	\$ 404,000	\$1,034,000
Oats.....	233,000	87,000	246,000
Barley.....	388,000	101,000	631,000
Rye.....	500	500	200
Flax.....	16,000	5,000	21,000
Field Crops (Total).....	\$1,171,500	\$597,500	\$1,932,200
Total Livestock.....	\$ 548,000	\$ 733,000	\$ 641,000
Poultry Products.....	117,000	178,000	174,000
Dairy Products.....	127,000	202,000	142,000
Honey and Wax.....	2,000	9,000	4,000
Grand Total.....	\$1,965,500	\$1,719,500	\$2,893,200

There are three greenhouses in Neepawa specializing in bedding out plants, cut flowers and market gardening. The Thomas Greenhouse and the Merriman Green House grow annual bedding plants for sale, primarily, to residents of Neepawa and the surrounding district. However, they have received orders from as far away as Flin Flon, The Pas and Brandon. The Thomas Greenhouses grow about 800 gladolii and have developed several new varieties. A large portion of the fresh vegetables consumed in Neepawa are raised by the Merriman Green Houses and, in addition, a considerable quantity are shipped to Flin Flon and The Pas.

The third greenhouse is operated by Gerald Parrott and the entire production is sold through a retail florist shop. A wide variety of cut flowers are grown .

Clim ate

Manitoba is subject to the extreme temperature fluctuations common in mid-continental areas. The prevailing winds are westerly and Manitoba's climate is primarily determined by airmasses moving in an easterly or south-easterly direction across the continent.

In Neepawa the average frost free period, at a frost point of 29.6°F, is 117 days. During the growing season there is an average of 8.52 inches of rain. The average annual rainfall is 17.03 inches. Average minimum and maximum temperatures are -13°F and 8°F in January and 52°F and 77°F in July.



The municipalities of Longford, Lansdowne and Rosedale are important poultry raising districts. This is one of the two egg grading stations in Neepawa. The eggs and poultry brought from farmers in the district at these stations are marketed in Winnipeg.



Neepawa has residential streets bordered by stately trees which give the whole town the appearance of a natural park.



The last stage of packaging salt in bulk at the Neepawa Salt plant. The dried salt is delivered in sixty-one pound lots from the filling machine in the background. The bags are sewn by the next operator and loaded by the girls in the foreground on hand trucks for storage or shipment. Neepawa is served by both the Canadian National and Canadian Pacific Railways. The freight cars, loaded with salt on the company's spur track, are easily shipped to various market centers.

Transportation

Railway

Neepawa is a divisional point on the Canadian National Railways and, in addition, it is served by the Canadian Pacific Railway lines running between Winnipeg and Edmonton. The service on both lines is:

C.N.R. three times weekly to and from Dauphin and The Pas.

C.N.R. three times weekly to and from Brandon.

C.N.R. three times weekly to and from Winnipeg.

C.P.R. nine times weekly to and from Winnipeg.

C.P.R. six times weekly to Saskatoon and Edmonton.

As Winnipeg is a distributing center, the majority of goods shipped from Winnipeg to Neepawa are subject to distributing class rates. These rates are lower than the standard mileage rates applied to the majority of goods sent from Neepawa to Winnipeg. The following table shows the rates between Neepawa and Winnipeg, as of January 1st, 1953. They are quoted in cents per 100 lbs.

Distributing Class Rates Winnipeg to Neepawa		Standard Mileage Rates Neepawa to Winnipeg	
	cents per 100 lbs.		cents per 100 lbs.
1st class	121	1st class	143
2nd class	105	2nd class	121
3rd class	82	3rd class	95
4th class	61	4th class	72
5th class	55	5th class	64
6th class	47	6th class	53
7th class	37	7th class	38
8th class	38	8th class	45
9th class	Special Livestock Tariff	9th class	53
10th class	32	10th class	37

Special commodity rates are established on some items bringing the rates below those shown above.

Highway

The town of Neepawa is in the fortunate position of being well served as far as transportation is concerned. Besides two railroads, the town is serviced by Clark freighters of Winnipeg, Dinsdale Cartage of Brandon and two local operators namely, Neepawa Truck Service and Hares Cartage.

The freight rates used by all trucks are governed by the Municipal and Public Utility Board. The table below gives the Winnipeg to Neepawa rates in cents per 100 pounds as at December, 1952.

1st class	83c	Parcel Rates	
2nd class	72c	1 lb to 15 lbs	35c
3rd class	56c	16 lbs. to 50 lbs.	65c
4th class	42c	51 lbs. to 100 lbs.	83c

Communications

Telephone service in Neepawa is provided by the Manitoba Telephone System, a Provincial Crown Corporation. The exchange is a common battery type. At 31st December 1951 there were 666 local and 481 rural services in operation. During the year 45 local and 30 rural services were installed.

There are 3,000 radio homes in Neepawa. The broadcasting stations most frequently listened to and the percentage of listeners, according to Elliott Haynes Limited, a firm specializing in advertising research, are: CBW, 32%; CKRC, 35%; CKX, 15%; CJOB, 9%; CKY, 5%; others, 4%. In addition, CKDN, Dauphin is fre-

quently listened to by residents of Neepawa. CBW is the regional link in the Trans-Canada System owned by the Canadian Broadcasting Corporation and CKX is located in Brandon.

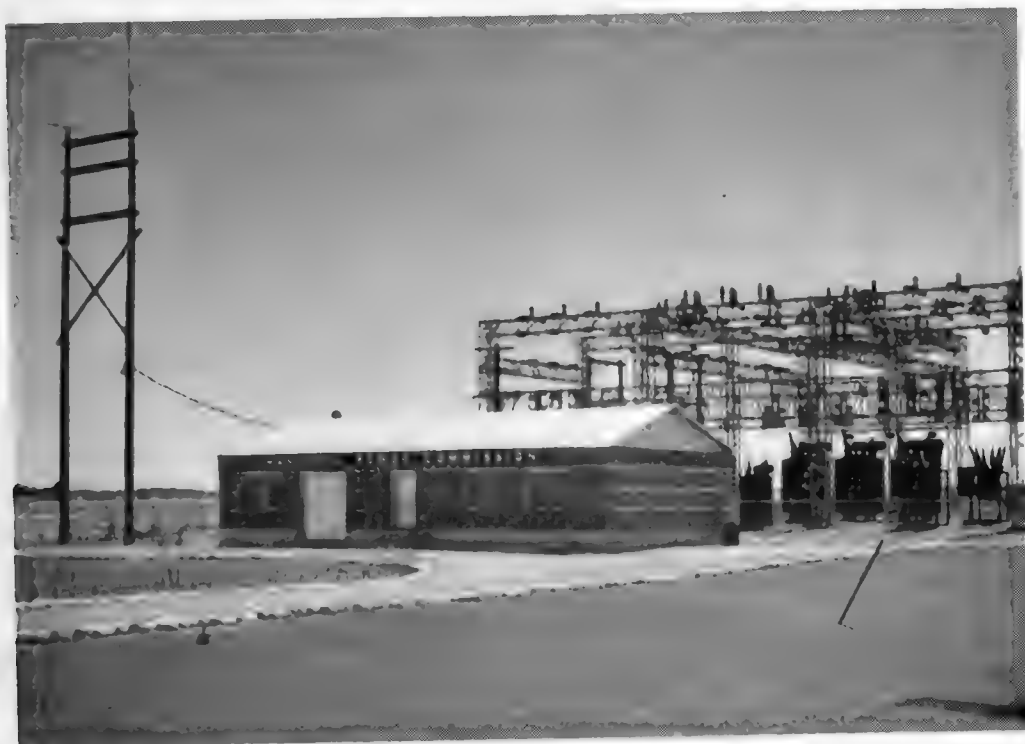
Telegraph service is available through Canadian National and Canadian Pacific Telegraphs, affiliates of the railroads.

Postal service is provided by the Government of Canada. Neepawa is within 36 hours of all major North American centers and 60 hours of the United Kingdom.

The Neepawa Press, a weekly newspaper with a circulation of 2,275 is published every Thursday. It features news and advertisements of interest to residents of the town and the surrounding district. Both the Free Press and the Tribune, published in Winnipeg, are distributed the day published and are widely read. A variety of other newspapers enter the district, weeklies, farm papers and foreign language papers.

Power

Neepawa is supplied with hydro electric energy by the Manitoba Power Commission, a Provincial Crown Corporation. All the power consumed in Manitoba is generated on the Winnipeg River some 200 miles east of Neepawa.



The new Manitoba Power Commission terminal at Neepawa is an important point on the commission's province wide distribution system. A new high tension transmission line has been erected from Brandon to Neepawa and substation capacity will be enlarged.

The standard power and commercial rates are as follows:

Power rate—for motor load of 2 h.p. and over.

First 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 5c per k.w.hr.

Next 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 3½c per k.w.hr.

Balance of energy used the same month at 1c per k.w.hr.
10% prompt payment discount.

Minimum monthly bill—\$1.50 per k.v.a. of 80% of total connected load or monthly established demand in k.v.a., provided however, the demand for billing purpose shall in no event be less than 25% of the highest established demand in the previous twelve months.

Wholesale Discounts

On the first \$200 gross bill each month	no wholesale discount		
On the third \$100 gross bill same month	10%	"	"
On the fourth \$100 gross bill same month	20%	"	"
On the fifth \$100 gross bill same month	30%	"	"
On all that portion of gross bill in excess of \$500 the same month	40%	"	"

Commercial Rate

For lighting service for loads with a demand not in excess of 20 k.v.a. with larger loads subject to review.

First 100 k.w.hrs. used each month at 6c per k.w.hr.

Next 200 k.w.hrs. used same month at 3c " "

Balance of energy used same month at 2c " "

10% prompt payment discount.

Minimum net monthly bill \$1.00

At the present time there is no surplus power capacity available at Neepawa, however, a new high tension transmission line has been erected from Brandon to Neepawa and plans to enlarge substation capacity have been made. An allowance for six months notice would be required, before additional capacity could be supplied under existing conditions.

During the fiscal year closing 31st March 1952, a total of 2,977,160 k.w.hrs. was consumed. There were no unplanned interruptions of service due to storm or other unexpected trouble and there were 18 minutes of pre-arranged interruption to permit repairs or changes to plant. A total of 998 meters were in service at the end of the 1951 fiscal year.

Sites

In Neepawa, all sites suitable for industrial purposes are privately owned. The majority of improved land, close to the railway is owned by the Canadian National Railway. This property is ideal for industry.

The commercial district is closely built up and generally coincides with the first class fire limits. None of the buildings are over three stories in height and the majority are of moderate area. A building permit must be obtained prior to the alteration or erection of any structure. A building by-law adopted in 1939 provides for fire proof construction within the fire zone and several regulations dealing with the handling of combustible materials.

Water

The water supply is obtained from Boggy Creek and pumped to the distribution system which is served by a single main and provided with a standpipe. This pumping plant is situated about 3,500 feet from the intake inlet chamber and about 2,900 feet south of the mercantile district. Pressure type filters with by-pass are provided. The standpipe can be shut off by means of an electrically operated valve and the pressure raised for fires.

The water enters a 14 inch cast iron pipe intake through a concrete inlet chamber with grating, and flows to a screen chamber near the river bank and thence through a 14 inch wooden pipe line to a concrete suction well near the pumping station. This wooden pipe line passes under Stony Creek. A dam across the creek ensures submergence of the intake when the water is low.

During 1951 the total consumption was 83,672,897 gallons and the average daily consumption was approximately 230,000 gallons. The water and sewage system is available to 80 per cent of the population. Sewerage is given primary open bed sludge treatment prior to being discharged. The industrial, commercial and domestic water rates now in effect are 60c per 1,000 gallons, with reductions for large consumers. There is a minimum charge of \$4.50 per quarter which allows for 5,000 gallons at 60c plus \$1.50 service charge. Sewer frontage rates are 30c per foot and are collected with the taxes.

The following is an analysis of the water from the waterworks system.

Appearance	Clear
Odour	Absent
ph	7.24
Calcium	90.5 ppm
Magnesium	21.4 ppm
Iron	Nil
Bicarbonate	405.0 ppm
Carbonate	Nil
Chloride	3.4 ppm
Sulphate	8.4 ppm
Total solids	371.0 ppm
Alkalinity	332.0 ppm
Total hardness	325.0 ppm

Fuel

The principal fuels used in Neepawa are Souris Stoker, Souris Slack and Drumheller coal. Wood has been an important domestic fuel but it is being superseded by coal, oil and propane gas. The latter is of minor importance at the present time but its use is increasing.

The neighboring provinces of Alberta and Saskatchewan contain several of the major coal fields in Canada. The Souris coals mentioned previously come from Saskatchewan lignite fields while the Drumheller coal is mined in Alberta. Consumption in Neepawa is divided about equally between the two types of coal. The use of fuel oil is increasing rapidly as a domestic fuel.

Population

The census of Canada for 1951 showed Neepawa with a population of 2,895. Since 1926 the total number of residents in the town has increased by 58 per cent. In 1941, for the first time in its history, there were fewer male than female residents. This trend continued throughout the decade and by 1951 the population consisted of 1,376 male and 1,519 female.

Throughout the quarter century the population of the municipalities of Langford, Lansdowne and Rosedale have declined. In Langford the rate of decline has been fairly constant, while in the other two the rate has fluctuated and even been reversed. The absolute decrease, during the period from 1926-1951 has been 1,091 or 15 per cent. In the municipalities the male residents outnumber the female by 3,378 to 2,855.

The decrease in the rural population has nearly been matched by the increase of 1,062 in the population of Neepawa itself. The increase in the size of the average farm, the decrease in the farm population and in the number of livestock is evidence of the fact that many farmers prefer to live in town and commute to and from their farms. This trend is fairly general in Manitoba and has resulted in a concentration of the population in the larger and medium sized towns at the expense of the rural areas.

In Census Division 10, which includes Neepawa and the surrounding municipalities, 82 per cent were born in Canada, 8 per cent in the British Isles, and 8 per cent in Europe. The major racial groups are Anglo Saxon, 69 per cent; Ukrainian, 8 per cent; German, 6 per cent; and Polish, 5 per cent.

Labour

In Neepawa, 73 per cent of the population, or 1,004 male and 1,108 female, are between the ages of 14 and 65. This compares with 71.5 per cent, or 2,415 male and 2,041 female, in the municipalities of Langford, Lansdowne and Rosedale.

The following table shows the occupations of householders and roomers in Neepawa. It is based on the Rural Directory issued by the Post Office in February, 1952.

Clerks.....	45
Farmers.....	163
Female Employees.....	33
Independent and retired.....	171
Professional.....	23
Proprietors.....	75
Railway employees.....	35
Skilled labourers.....	90
Semi-skilled labourers.....	36
Unskilled labourers.....	160
Other.....	85
<hr/>	
Total.....	916

It is estimated that several times the number of women and girls shown above work in family businesses. About two thirds of the independent and retired group is composed of widows. A substantial portion of the miscellaneous classification is composed of store managers, travellers, etc.

Wage rates for unskilled labour are about 75 cents an hour. The low rate reflects the lower living costs in Neepawa compared with larger urban centers. Rates for skilled workers, however, are determined by the general level prevailing throughout the province. Labour relations are excellent and the turnover is very low.

Legislation Affecting Labour

All wages, with certain exceptions in agricultural and domestic service occupations, are subject to the minimum Wage Act of Manitoba. This Act stipulates the minimum below which wages must not go. Present wage rates (minimum) are 48c and hour for experienced male workers under 18 and 60c for those 18 and over. Experienced female workers in urban areas have a minimum rate of 48c per hour for those under 18 and 55c an hour for those 18 and over. In rural areas the rates are 45c and 52c an hour. In accordance with the Manitoba Fair Wage Act, two Fair Wage Boards are active in the Province, governing the construction and hairdressers industries respectively. These Boards establish minimum Fair Wage rates and maximum hours for the different groups. Under the Manitoba Vacations with Pay Act, all employees who complete a year's service are entitled to not less than one week's annual vacation with pay and two weeks with pay is mandatory following the com-

pletion of three years continuous service. The Labour Relations Act provides for a Labour Relations Board to promote equitable relations between employers and employees and to facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three representing labour. Subject to certain revisions warranted by special circumstances, the Hours and Conditions of Work Act, administered by this Board, specifies an eight hour day, a forty-eight hour work week for male employees, a forty-hour week for female employees, overtime rates of time and a half, the observance of statutory holidays, and notice on termination of employment. The Workmen's Compensation Act established a provincial accident fund from which compensation is paid to disabled workers and to dependents of workers killed in the course of employment. Employers pay into the fund and are insured against liability for employees' accidents. The Manitoba Factories Act sets forth detailed regulations for safety, health and welfare of workers and for the systematic inspection of plants.

Markets

Neepawa's trading area, for the majority of commodities and services, extends 35 miles north, 14 miles south, 21 miles east, and 12 miles west. This sets the limits at McCreary and Gladstone to the north and east, the road between Wellwood and Brookdale to the south and a point a few miles west of Franklin. The population of this area is 14,400. The per capita income for Census Division 10, which includes Neepawa, is \$1,045 making a total income of \$15,048,000 for the designated trading area.

With the cooperation of Neepawa merchants a special survey of the gross receipts for the years 1950 and 1951 was made especially for this booklet. The following table shows that there was an 18.1 per cent increase in gross receipts in Neepawa for 1951 over 1950 compared with 14.4 per cent for the province as a whole. In 1951 over 53 per cent of the income of the trading area was spent in Neepawa on the designated goods and services.

CLASSIFICATION	GROSS RECEIPTS	
	1950	1951
Bulk fuel	\$ 945,868	\$1,059,097
Dry goods	465,563	614,453
Garage and service station	1,871,475	2,365,761
Grocery	652,166	750,833
Implement Dealer	996,388	1,174,772
Plumbing and tinsmith	103,600	106,528
Restaurant	211,146	239,707
Other	1,519,598	1,685,297
Total	\$6,765,804	\$7,996,448



This is a view of a portion of Neepawa's business district. The wide streets permit diagonal parking and yet leave ample space for six lanes of traffic. The sidewalks in the main part of town are concrete and many of the stores have been modernized inside and outside, indications of Neepawa's position as a prosperous trading centre.

According to municipal officials, Neepawa requires the following industries and services:

Automotive parts, blacksmith, brick or pottery manufacturer, farm machinery parts (wholesale), carbonated beverage plant, garment factory, grocery (wholesale), sash and door factory, tailor.

Service Industries in Neepawa

The following is a list of the services in Neepawa according to their major business. Where there is also a substantial secondary business this is noted in parenthesis.

Dry Goods

Cera's
Economy Store, The
Fenwick's Limited (Grocery)
Joans Fashion Center
Johnson, William B.
Kerr, John and Co. Ltd.
Nora Day's Hat Shop

Fuel (Bulk)

Anglo Canadian Oil Ltd.
British American Oil Co. Ltd.
Canadian Oil Companies Ltd.
Imperial Oil Companies Ltd.
McColl Frontenac Oil Ltd.
North Star Oil Ltd.
Radio Oil Refineries Ltd.

Garage and Service Stations

Atkins Brothers
Cleland, Harold W. (Grocery, Implement)
Gillespie, Roy W.
Hanson, Irvin O. (Implement)
Ideal Service Station
Jackson, Roy
Johnstone, John K.
Murray, Earl
Neepawa Consumer Cooperative Limited
(Bulk Fuel)
Rutledge Garage
Slobodian, Pete
Sparling's Service Station
Wiseman, Eric S.

Grocery

Bray's Grocery
Linton, David J.
Maple Leaf Groceteria
Robertson, Robert H.
Sunnyside Grocery
Williams, H. T.

Implement Dealer

Birnie, Roy L.
McDougall, Angus A. (Garage)
McGorman, Robert E.
Whitmore, William Ltd.

Plumber

Hurrell, D. C.
Dalton, William W.
Matthews, William W.
Stead, Herbert S.
Venables, C.

Restaurant

Bamboo Garden
C.N.R. Cafe
Food Bar
Hunt's Cafe
Mann, Colin
Royal Cafe

Other

Artistique Beauty Shop
*Alquire Brother (Wholesale
Confectionery and Tobacco)
Bajus Brothers (Hardware)
Bell Lumber Co. Ltd.
Bolton, C. D. (Auctioneer)
Breitschmidt and Hunter (Machine Shop)
Burnett's Jewellery Store
Bush, Clarence H. (Electrical Service)
*Canada Bread Co.
*Crawford's Bus Line
Csatis Repair Shop
De Milo Beauty Salon
Electric Shop
English, J. T. (Barber)
*Evans Anthony (Taxi)
Ferris, R. (Jewellery)
Grasby's Barber Shop
Greentree, Robert A.
(Electrical Appliance)
Hamilton Hotel
*Hare's Cartage
Hyra, Thomas and Alexander (Billiards)
Hurrells Bakery
Irvine, Harry (Builder's Supplies)
J. B. Jewellery
King Edward Hotel
King, F. W. (Shoemaker)
*Kozak, F. (Cartage)
Macleod's Ltd. (Hardware)
McDougall, F. (Coal)
McGregor, Melvin A. (Blacksmith)
McIntosh J. G. (Butcher)
Manitoba Liquor Commission
Martin's Store (Variety Store)
*Merriman, V. (Market Gardener)
*Mid West Auto Transport
Morris, Wesley (Photographer)
Murphy & Hole (Drug Store)
Neepawa Locker Plant
Neepawa Machine Works
Neepawa Shoe Repair
*Neepawa Truck Service
New Era Radio Shop
*Ogilvie Flour Mills Co. Ltd. (Elevator)
Paris Fur Company

*Parrott, Gerald (Florist)
 Parrott (Barber)
 Pedlar, C. T. Ltd. (Billiards)
 Pettit, H. (Painting)
 Provost Signs (Sign Painter)
 R. K. Dance Pavilion
 Rey, George (Dry Cleaning, Men's Wear)
 *Rogers Fruit Co. Ltd. (Wholesale)
 Roxy Theatre
 S. K. Laundry

*Schettler, J. M. (Transfer)
 Simpson's Ltd.
 *Smith & Anderson (Electrical Contractors)
 Still, Claude (Drug Store)
 Sparling, Arthur R.
 *Thomas, George (Greenhouse)
 *United Grain Growers Ltd. (Elevator)
 Wally's Jewellery
 *Whites Funeral Home
 *Not included in the statistics on gross receipts.

Financial Services

Canadian chartered banks are subject to strict governmental regulation and supervision. The branch banking system, under which they operate, makes for financial stability. Canadian banks are among the largest in the world. The system permits the opening of branches in centers which might not otherwise be provided with this essential business service.

Branches of two of Canada's eleven chartered banks, The Bank of Montreal, and the Canadian Bank of Commerce, are located in Neepawa. It is estimated that they serve a population of 14,000. The principle banking services in Neepawa are savings accounts, safety deposit boxes, chequing accounts and loans. Interest rates on loans vary from 4 to 6 per cent, the legal maximum.

Neepawa is in a wealthy farming district and there are a number of individuals who will take mortgages on property. There are 14 insurance agents and 3 real estate agents resident in the town.

Manufacturing and Processing

The Dominion Bureau of Statistics lists 8 manufacturing establishments in Neepawa for the year 1949. The gross value of production was given as \$1,126,783. A total of \$214,514 was paid in salaries and wages to 112 employees. This represents an average wage, per employee, of \$1,915 annually. It is slightly lower than the average of \$2,052 for Manitoba, which is influenced largely by Winnipeg. The average wage is higher in Neepawa than in most other towns in the Province. This is an indication that seasonal employment is not as great a factor as it is in many centers.

The cost of materials amounted to \$620,471 while \$80,593 was spent for fuel and electricity. The productivity per employee in Neepawa was \$10,060, slightly below the \$11,313 for Manitoba. The gross production per plant was \$140,847 compared with \$312,290 for the province.

Products Manufactured and Processed in Neepawa

The production of salt is the most important industry in Neepawa. Brine is pumped from wells 1,500 feet deep. The solution is evaporated and salt, magnesium chloride and calcium chloride are crystallized out in successive stages. The two products of the plant are salt in all its forms and flake chlorides. The latter are used for laying dust on roads and weighting tractor tires.

The municipalities of Langford, Lansdowne and Rosedale are important dairying and poultry raising districts. Two creameries and egg grading stations are located in Neepawa and butter, eggs and poultry are marketed in Winnipeg. Ice cream is



Filling cartons of table salt. The dried salt is delivered to the numbered containers which revolve and fill the cartons. Neepawa is the source of Manitoba's salt. Cartons of salt are shipped to food wholesale houses for distribution in western Canada.



Instruction in business courses, manual training and home economics, as well as, general academic subjects is given in Neepawa schools. Neepawa Collegiate shown here is one of the three schools in the town.

made for sale locally and milk and cream are pasteurized and distributed in Neepawa, Shoal Lake and Gladstone.

One of the newer industries is the production of fruit flavoured syrups. Present production is the equivalent of 300 dozen 16 ounce bottles per day. The product is shipped to some 45 wholesalers and is widely distributed throughout Manitoba and Saskatchewan and as far east as the Lake Head at Fort William and Fort Francis.

The following is a list of manufacturing industries and their products:

NAME	PRODUCT
Canada Salt Co. Ltd.	Salt
Cox Memory Stone	Memorials
Hurrells Bakery	Bakery Products
Hips Fruit Service	Syrups
Neepawa Creamery and Produce Ltd.	Butter, Ice Cream, Eggs
Neepawa Dairy Products	Milk and Cream
Neepawa Marble & Granite Works	Monuments
Neepawa Press Ltd.	Printing
Swift Canadian Co. Ltd.	Butter, Eggs, Poultry, Feeds, Livestock Yard
Thomas Woodworking Shop	Cabinets, Store Fixtures

The three Prairie Provinces are the natural market for Manitoba industry. In 1951, retail sales were \$666,701,000 in Manitoba and \$2,114,356,000 in the Prairie Provinces.

Social Supplements

Hospital and Medical Facilities

A new Memorial Hospital has just been completed in Neepawa at a cost of approximately \$200,000. There are 34 beds, a nursery with 12 bassinets, 2 fully equipped operating rooms, and a health unit in the basement. The staff of the health unit consists of 1 doctor, 2 nurses and a sanitary inspector. There are full diagnostic and X-ray facilities. In addition, the hospital boasts of an elevator large enough to accommodate stretcher cases. Hospital employees include a superintendent, 9 registered nurses, 4 practical nurses and 9 domestics.

Five practicing physicians and surgeons, three dentists and an optometrist and a chiropractor have offices in Neepawa.

Organizations

Most of the fraternal orders are located in Neepawa including the Masonic and Eastern Star, Oddfellows and Rebekahs and the Orange Lodge.

The Lions and Rotary service clubs play an important part in the life of the community.

The Neepawa Chamber of Commerce and the Junior Chamber of Commerce are active in business phases of community life as is the Business and Professional Women's Club.

The local branch of the Canadian Legion is proud of its headquarters which contains a large auditorium, catering facilities, lecture hall and the Neepawa Public Library.

Other organizations include the Neepawa Fish and Game Association, Scouts, Cubs, Girl Guides and Brownies.

Recreation and Sport

All forms of sport flourish in the community and Neepawa is particularly noted for its hockey teams, curling Bonspiel and July 1st Sports Day.

Riverbend Park, situated within the town limits, is a favorite spot for picnics and bathing. A children's playground in the residential district has a wading pool, slides and swings for the younger children.

The Neepawa Golf and Country Club is one of the finest nine hole courses in rural Manitoba.

Neepawa's recreation facilities include two dance halls, one bowling alley, 2 billiard parlours, tennis courts, theatre (seating 650), a new six sheet curling rink costing \$23,000, a large skating rink and two baseball diamonds.

Churches

Nearly all the principal creeds and denominations are represented in Neepawa including: Anglican, Baptist, Greek and Roman Catholic, Jehovahs Witnesses, Penticostal, Presbyterian, Salvation Army and United.



Neepawa District Memorial Hospital, recently completed at a cost of \$200,000, has two operating rooms and complete diagnostic and x-ray facilities giving residents of Neepawa the most up-to-date medical and hospital care possible.



The attractive court house grounds pictured here forms an attractive park in the heart of the business district. Well kept parks are one of the amenities making Neepawa a pleasant place in which to live.



Municipal Affairs

The taxable assessment was \$1,887,402 in 1951 and the tax imposition was \$131,461.17 an increase of \$28,107.48 over 1950. The tax levy for school and general municipal expenses was increased from 50 mills in 1950 to 60 mills in 1951. The levy for 1952 was unchanged from the previous year.

In Manitoba, municipal financing is supervised by the Municipal and Public Utilities Board. The operation of the board has resulted in sound municipal financing.



The people of Neepawa enjoy many pleasant summer days picnicing in beautiful Riverbend Park. The children appreciate the pool in the foreground during the warm summer days.

The operating expenses of 1951 were materially increased over 1950 as shown in the following comparisons:

EXPENSES		
<i>Uncontrollable</i>	<i>1950</i>	<i>1951</i>
School.....	\$ 37,774.00	\$ 52,612.00
Municipal Commissioner.....	1,512.33	1,770.87
Debentures.....	3,607.24	3,607.24
Neepawa Hospital.....	2,396.00	*
	<hr/>	<hr/>
	\$ 45,289.57	\$ 57,990.11
<i>Controllable</i>		
Public Works.....	\$ 19,267.18	\$ 18,572.26
Protection.....	15,321.28	17,703.53
Social Services.....	10,057.72	10,164.14
Equipment.....	5,174.88	3,914.51
Reserve.....		4,000.00
Miscellaneous:		
Rink.....	178.05	2,716.61
Waterworks.....		
Special.....	7,072.68	9,387.14
Sundries.....	795.36	2,513.95
Administration.....	8,185.56	8,750.15
	<hr/>	<hr/>
Total.....	\$111,343.17	\$135,712.38

*No levy was imposed in respect to the Capital Fund of the Neepawa Hospital District in 1951. A levy of \$2,148.47 will be imposed from 1952 to 1970.

Fire Protection

The fire brigade is organized on a volunteer basis. It consists of one fire chief and 15 firemen. Each month two one hour practices are held. There are 75 hydrants in the town. Equipment includes 2 pumper trucks and 1 hose and ladder truck equipped with 5,000 feet of hose.

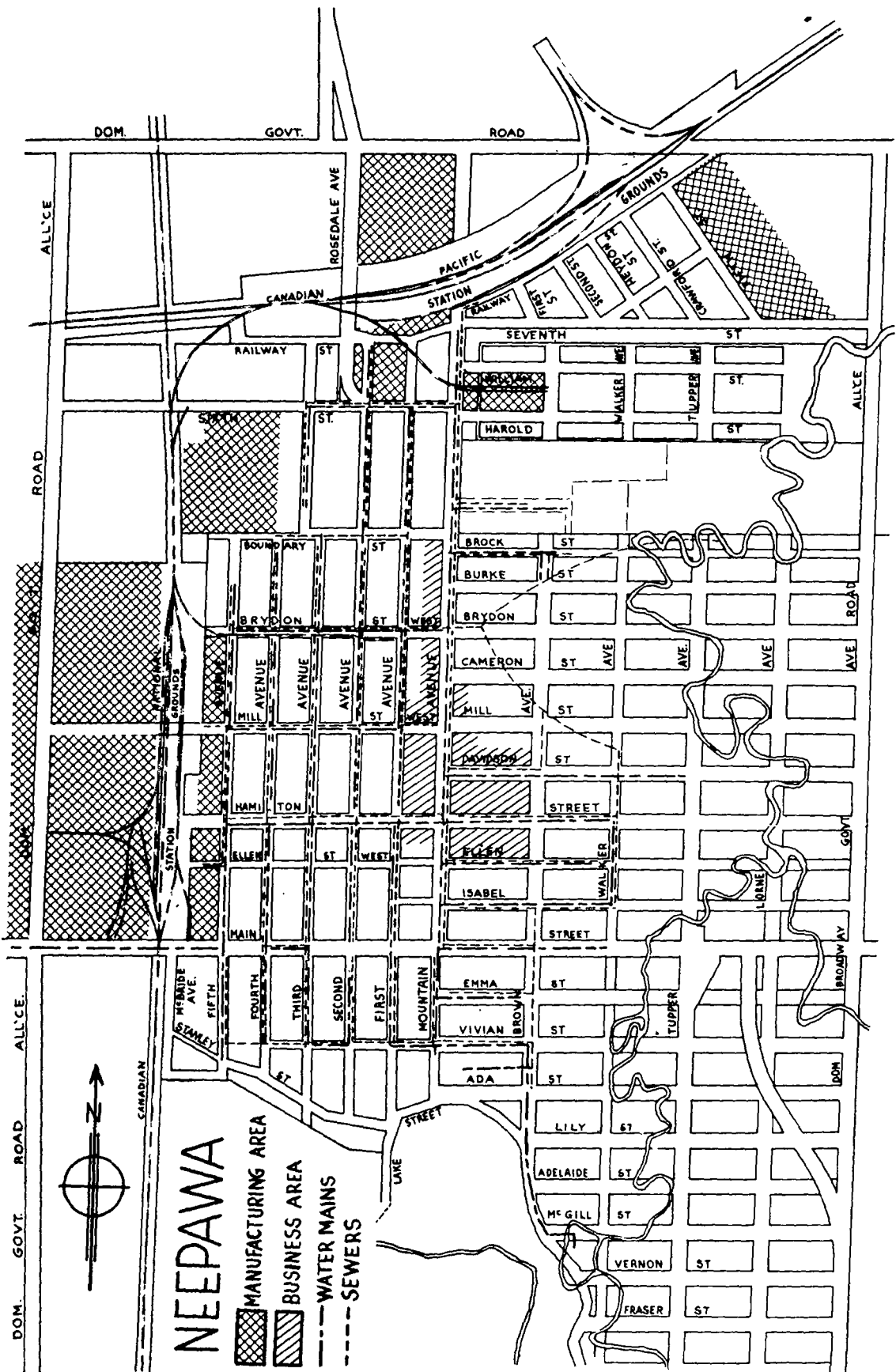
Fire alarms are given by means of a siren. All night service is provided by the telephone exchange. The pumping station, the fire station and five members of the brigade are called upon receiving an alarm.

Police Protection

The Royal Canadian Mounted Police, police the district surrounding Neepawa. Three constables are employed by the town.

Education

There are two public and one high school in Neepawa staffed by 21 teachers. Enrollment is approximately 600. Instruction is given in all subjects from grades one to twelve inclusive. Additional and special courses include a business course, manual training and home economics.



Further Enquiries

For the sake of brevity, many details have been omitted from this publication. Any industrial organization or business firm requiring further information or special data pertaining to any or all of the foregoing topics may obtain these details from any of the three agencies listed below.

The Mayor; Neepawa Manitoba.

The Secretary, Neepawa Chamber of Commerce; Neepawa, Manitoba.

The Department of Industry and Commerce, Legislative Building; Winnipeg, Manitoba.



THE DEPARTMENT OF INDUSTRY AND COMMERCE IS

at your Service . . .

. . . regarding

Plant Location

The Department will provide manufacturers interested in the possibility of locating in Manitoba with complete and accurate data on all factors related to the establishment of manufacturing operations in this area. Special confidential reports will be prepared at the request of potential manufacturers. These reports will contain detailed information on such factors as market data and analysis, labor supply and wage rates, availability and cost of power, taxation, transportation facilities, availability of sites and buildings and related industrial location data.

Sub-contract or Manufacturing Under License Arrangements

Contact with Manitoba manufacturers will be provided by The Department to firms from outside the province interested in having their products wholly or partially manufactured and assembled on a sub-contract or manufacturing license arrangement.

Location of Agents and Distributors

The Department will also assist manufacturers seeking sales representatives. Contracts with suitable agents or agencies can be arranged for firms seeking representation in this area.

DEPARTMENT OF INDUSTRY AND COMMERCE

Province of Manitoba

LEGISLATIVE BUILDING

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WINNIPEG, MANITOBA

